



NEW YORK, NY
TYSONS CORNER, VA
CHICAGO, IL
STAMFORD, CT
PARSIPPANY, NJ
BRUSSELS, BELGIUM
AFFILIATE OFFICES
MUMBAI, INDIA

KELLEY DRYE & WARREN LLP
A LIMITED LIABILITY PARTNERSHIP
3050 K. STREET, N.W.
SUITE 400
WASHINGTON, D.C. 20007
(202) 342-8400

ITW

FACSIMILE
(202) 342-8451
www.kelleydrye.com
David R. Yohannan
Partner
202.342.8616
DYohannan@kelleydrye.com

October 9, 2007

Commissioner for Patents
Customer Service Window
401 Dulany Street
Alexandria, VA 22314

Re: U.S. Patent Application No. 10/669,791
For: SYSTEM AND METHOD FOR SEGMENTING
AND TARGETING
Our Reference: 54820-00602

Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office are the following documents:

- (1) Transmittal Form (1 page); and
- (2) Interview Summary (2 pages).

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,


DAVID R. YOHANNAN Reg. No. 37,480

Enclosures

DRY:gw



PTO/SB/21 (10-07)

Approved for use through 10/31/2007. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

3

Application Number

10/669,791

Filing Date

September 25, 2003

First Named Inventor

Joseph G. Wilson

Art Unit

3622

Examiner Name

N. Boveja

Attorney Docket Number

54820-00609

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Request for Refund	Examiner Interview Summary
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Landscape Table on CD	
<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Remarks	
<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	KELLEY DRYE & WARREN, LLP		
Signature			
Printed name	DAVID R. YOHANNAN		
Date		Reg. No.	37,480

CERTIFICATE OF TRANSMISSION/MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature			
Typed or printed name		Date	

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re

Application of: WILSON, Joseph

Examiner: N. Boveja

Application No.: 10/669,791

Group: 3622

Filed: September 25, 2003

**For: SYSTEM AND METHOD FOR SEGMENTING AND TARGETING
AUDIENCE MEMBERS**

Attorney Docket #: 54820-00602

EXAMINER INTERVIEW SUMMARY AND RESPONSE
TO PATENT OFFICE COMMUNICATION

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

Dear Sir:

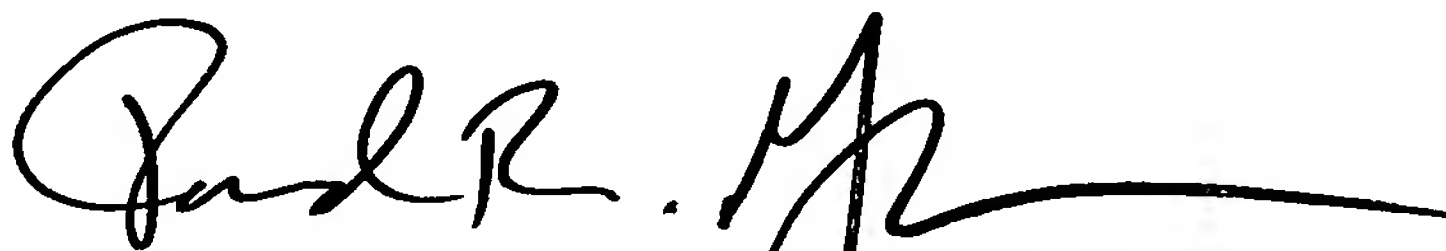
A telephone interview was conducted between the undersigned, David Yohannan, and Examiner Namrata Boveja on October 9, 2007. The Office Communication dated September 18, 2007 was discussed. A resolution of the issues raised in the September 18 Communication was agreed upon by the undersigned and the Examiner. Pursuant to that agreement, Examiner Boveja will withdraw the non-elected Claims 1-7 and 24 from examination without prejudice, and new Claim 25 will be entered and included in the elected Group II Claims 8-23. It was acknowledged by Examiner Boveja that the foregoing action on her part will obviate the need for the applicant to respond further to the September 18 Communication.

Should the Office believe anything further is required to respond to the September 18 Communication or to place the application in condition for allowance the Examiner is invited to contact Applicant's representative at the telephone number listed

below. No fee is believed to be required for filing of this Examiner Interview Summary and Response to Patent Office Communication.

Respectfully submitted,

Date: October 9, 2007

A handwritten signature in black ink, appearing to read "David R. Yohannan", with a long horizontal flourish extending to the right.

DAVID R. YOHANNAN, Reg. No. 37,480
KELLEY DRYE & WARREN, LLP
3050 K Street, N.W., Suite 400
Washington, D.C. 20007
(202) 342-8400